

## Bachelor of Business Administration in Marketing

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In addition to the Core Business Program Outcomes, the following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed:

1. Demonstrate knowledge of principles and concepts of marketing.
2. Evaluate and explain the effects of globalization on the business environment.
3. Utilize business concepts, methods, procedures, and management information systems.
4. Assess the legal, economic, and social aspects of a marketing decision.
5. Recognize and evaluate ethical issues in business.